INITIATIVE

‘From e-mail to handshake’
‘From virtual contact to real business opportunities’

With this initiative Farete business forum was launched in 2012, gathering hundreds of Italian companies in one place in Bologna for a two days event full of networking activities, conferences and new business opportunities.

ORGANIZER

Farete is organized by Unindustria Bologna, an industrial association, established in 2007 to gather, represents the concerns and interests of entrepreneurs of Bologna. Unindustria Bologna with over 2,000 member companies is one of the largest enterprise associations in Italy. Unindustria Bologna is a member of Confindustria - the Confederation of Italian Manufacturing and Service Companies. With 259 member associations, Confindustria represents 147,000 companies, accounting for more than five million individuals.

The mission of Unindustria Bologna is to represent its members in relation to institutions, trade unions and banks. Unindustria Bologna is also a large organization employing more than 60 experts.

Composition of sectors belonging to Unindustria Bologna:

- Metalworking and mechanical engineering: 6.9%
- Information and communication technology: 6.7%
- Construction related products and interiors: 4.6%
- Clothing and textiles: 3.7%
- Food and beverage: 2.6%
- Paper products and publishing: 4.7%
- Chemical and related: 7.1%
- Electricity, water and waste disposal: 2.5%
- Other industrial sectors: 3.3%
- Transportation and logistics: 1.7%
- Tertiary sector: 14.4%
- Tourism, culture, sports and wellness: 3.3%

HISTORY

Farete was created in 2009 as a social network, just to connect companies on the web, and to facilitate the meeting of supply and demand.

In 2012, Unindustria decided to transform this network to a larger scale by creating an annual business forum that brings Italian companies in one place. A new initiative was born ‘From e-mail to handshake’ ‘From virtual contact to real business opportunities’ and new business achievements were done.
To create the right business environment with new business opportunities for Italian companies a set of activities are organized every year:
- Dedicated mentoring for Start-ups
- B2B meetings
- Conferences
- Workshops
- A large exhibition area

**KEY FIGURES 2014**
- more than 600 exhibiting companies
- more than 13,000 visitors during the two days
- 2,500 appointments set through the portal’s scheduler
- 43 workshops

**FARETE INTERNATIONAL CLUB**
Since 2013 international delegation of economic operators are invited to FARETE INTERNATIONAL CLUB, where they can have B2B meetings with Italian expositors.

Edition 2014:
- International Club stand of 250 sq.m.
- 32 foreign buyers from 11 countries
- 101 companies involved in the International Club
- 303 meetings b2b.

**BUSINESS FORUM / 3rd Edition**

**PROMOTE YOUR INNOVATIONS & FIND YOUR ITALIAN PARTNERS WITH FARETE 2015!**

For more information
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